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on September 29, 2009

**PATENT**  
Attorney Docket No.: 16222U-015600US  
Client Ref. No.: P-00881

TOWNSEND and TOWNSEND and CREW LLP

By:   
Andrea S. Reck

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

Ayman Hammad et al.

Application No.: 10/676,848

Filed: September 30, 2003

For: METHOD AND SYSTEM FOR  
MANAGING CONCURRENT SKU-  
BASED REWARDS PROGRAM

Customer No.: 66945

Confirmation No. 3759

Examiner: Daniel Lastra

Technology Center/Art Unit: 3688

**AMENDMENT**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Commissioner:

In response to the Office Action mailed May 29, 2009, please enter the following  
amendments and remarks.